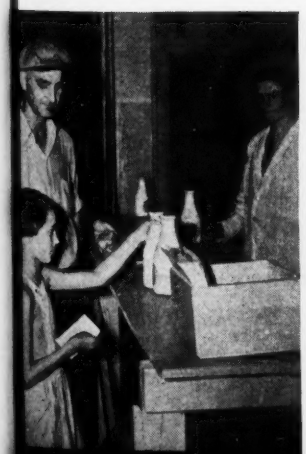
CONSUMERS' GUIDE

NOVEMBER 15, 1940


MILK

DIETS

LIGHTS

FOOD SUPPLIES

CONSUMERS' GUIDE

NOVEMBER 15, 1940 VOLUME VII, No. 4

A Publication of the
Department of Agriculture
Washington, D. C.

Issued monthly from June through September; Semi-monthly from October through May

Prepared by
Consumers' Counsel Division

D. E. MONTGOMERY, CONSUMERS' COUNSEL
MARY TAYLOR, EDITOR

The Consumers' Guide is printed with the approval of the Bureau of the Budget as required by Rule 42 of the Joint Committee on Printing. Official free distribution, 150,000 copies per issue. Additional copies may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., 5 cents a copy, or by subscription 50 cents a year, domestic; 80 cents a year, foreign. Postage stamps will not be accepted in payment.

WHAT GOES onto America's meat platter is now known. In 1939, the total amount of meat consumed was 20 billion 45 million pounds, an average of 153 pounds per person.

Pork was far-and-away the meat that turned up most often on the table. Out of every 100 pounds of meat eaten in 1939 about 42 pounds were pork.

After pork, beef was the mainstay of America's dinners with 35 pounds of each 100 pounds of meat eaten in 1939.

Chicken made up the third biggest item on America's meat platter. It accounted for 12 pounds out of every 100 pounds of meat consumed. Next came veal, with 5 pounds; lamb and mutton, 4 pounds; finally, turkeys, with 2 pounds of meat out of each 100 pounds of meat bought.

To put a little meat in these statistics the figures in the Consumer Purchases Study have been analyzed. These show how the quantities of meat on the tables of village and city groups vary with family incomes.

In 1935–36, the only year for which figures are available, non-farm families with incomes under $500 bought 56 percent as much meat as families with annual incomes of from $1,000 to $1,500. Families with incomes of $5,000 or more got 3⅓ times as much meat as the families with incomes under $500.

The under-$500 families had less than half as much beef in their diets as the $1,000 to $1,500 families, and only a third as much beef as the over-$5,000 families.

Veal turned up on the tables of the under-$500 families 49 percent as frequently as on the tables of the $1,000 to $1,500 families. The over-$5,000 families on the other hand ate veal almost twice as often as the $1,000 to $1,500 families, and slightly more than 4 times as often as the below-$500 families.

Pork appears pretty consistently on the tables of all American families, well-to-do and not-so-well-to-do. The under-$500 families had 87 percent as much pork as the $1,000 to $1,500 families, and about 62 percent as much pork as the $5,000-and-over American families.

LAMB ON THE TABLE, ON THE OTHER HAND, is a definite mark of economic well-being. Under-$500 families ate only about one-eighth as much lamb as the $1,000 to $1,500 families, while the over-$5,000 families ate almost 6 times as much lamb as the $1,000 to $1,500 families. When you compare the over-$5,000 families with the under-$500 families you find that the well-to-do group ate almost 48 times more lamb during the year than the less fortunate $500-a-year-or-less families.

Poultry on the table is almost as accurate an index of economic status as lamb. Families with incomes under $500 had less than half as much poultry to eat during 1935–36 as the families with incomes in the $1,000 to $1,500 class. They ate fowl one-tenth as often as their neighbors with incomes in the over-$5,000 bracket.

LORD BYRON, it is said, during his lifetime drank gallons of vinegar in the unpoetic belief that it would keep his weight down. A great poet, Lord Byron was a terrible nutritionist, for vinegar has no power over a bulging waistline, and the theory that it does, which still persists, is a food fallacy.

Fallacious, too, is the belief that exercise is the best way to take off fat. The way to take off fat is to ingest each day fewer calories than you use up in living. Then the body, to make up the deficit, taps the fat that is stored under the skin and around the muscles and other body tissues. But while you're living on your own fat, it's important to see to it that the body is getting all the essential nutrients it needs. This means that you continue to eat well balanced meals while you ease up on the high calorie foods, fats, and carbohydrates. Just as there is no one food that is the source of health, so there is no single food or device that is the source of a sylphlike body, if that's what you want.

MORE BOOKS and pamphlets for your consumer bookshelf come from Government offices:

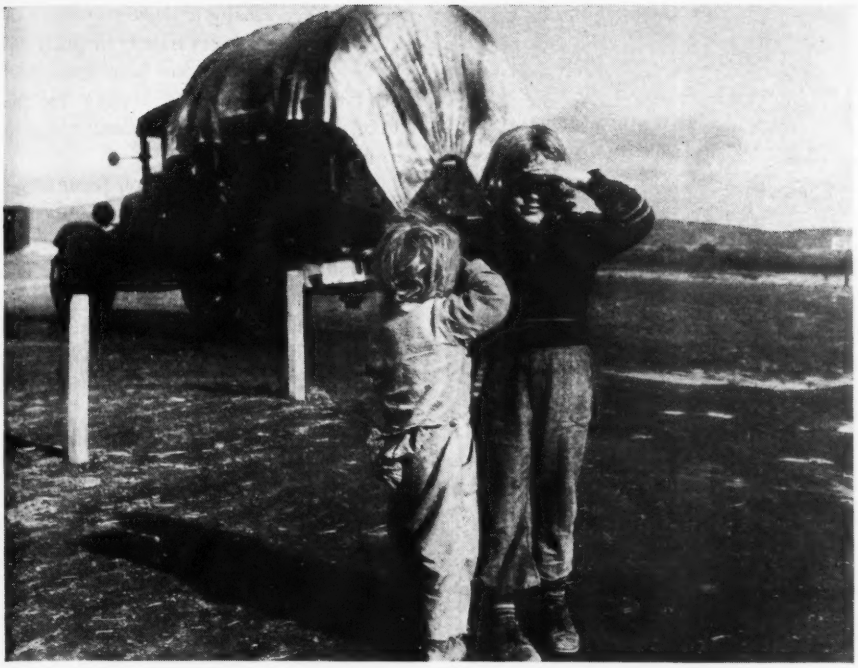
CO-OPERATIVE RURAL ELECTRIFICATION IN THE UNITED STATES, by Udo Rall. Cooperative Series No. 15. July 1940, pp. 33, mimeo. Address: Division of Agricultural Cooperation, Pan American Union, Washington, D. C. Limited supply, single copies free on request. Relates the reasons for the creation of the Rural Electrification Administration, and outlines its program. Describes the organization of a rural electrification cooperative, with information on charter and by-laws, construction procedures, financial policies, management problems and membership participation.

KNOW YOUR MONEY, prepared by the U. S. Secret Service, Treasury Department. 1940, pp. 32. Address: Superintendent of Documents, Washington, D. C. 10 cents. Outlines briefly the story of the development of United States currency and describes the different types of paper money. Contains numerous illustrations showing how to detect counterfeit bills and coins and explains what to do with them when they are found.

FEDERAL BEEF GRADING, by the Agricultural Marketing Service. U. S. Department of Agriculture Miscellaneous Publication No. 391. 1940, pp. 15. Address: Superintendent of Documents, Washington, D. C. 5 cents. Describes how the federal grading of meats developed, the grades of beef now in use, the grading and stamping procedure, qualifications of graders, and the benefits of beef grading.

FOOD FUNCTIONS AND THE RELATION OF FOOD TO HEALTH, by Lela E. Booher and Callie Mae Coons, Bureau of Home Economics. Reprint of pages 100–123 from the 1939 Yearbook of the Department of Agriculture. Yearbook Separate No. 1671. Address: Superintendent of Documents, Washington, D. C. 10 cents. A broad general view of the functions of the food nutrients and the relation of diet to health and disease. Topics considered are: food as a source of energy; food for body building; dietary deficiency diseases; the functions of water, protein, fats, carbohydrates, minerals, and vitamins; and the relation of diet to longevity, and resistance to infection.

CREDIT for the photographs appearing at the top of the cover and on pages 3, 4, and 5 go to the Farm Security Administration; on page 6, to the Washington Post.



Camps on Wheels

There's shelter, now, a place to wash up, and a chance to get patched up for a few of the thousands of our migratory workers, thanks to the Farm Security Administration's migratory camps

THE GOOD LIFE, if you look at it that way, may hang on one thing: The chance, maybe, at the end of a hard day, to put your sweaty, work-dirtied body under a shower of soft warmish water; or the chance to talk to a doctor about your child's sore throat; or the chance just to stay put for a few weeks in a shelter where all your little possessions can be neatly laid out on wooden boxes; or the chance to be elected by the people you live beside, so you can work for them after your own work is done, just because you like to belong that way.

When all these chances come at once to people who have no home but a jalopy, who earn scarcely enough to buy food to eat and never have a penny for a doctor, who belong to no one and about whom no one gives much of a care—it's apt to give them pause.

These were the things 3,200 families found last summer as their jalopies pulled up beside the Farm Security Administration's camps for migratory workers, and the discovery gave them pause.

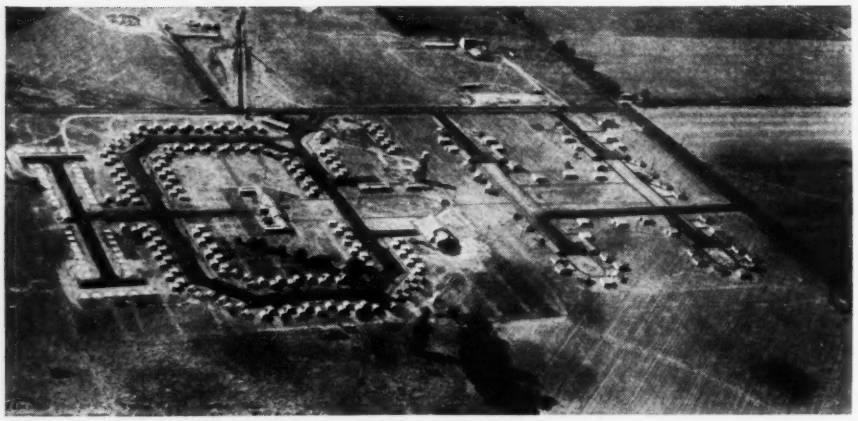
When FSA reached out a hand to the States in 1936 to help them tackle the migrant problem, housing was one of the things they looked at first. One of the remedies FSA got busy on was migrant camps to be built along the line of march the migrants follow in different States.

In 1939 with 12 stationary camps operating in 2 States, FSA started putting their camps on wheels. Now there are 16 of these mobile units which roll along from crop to crop, stop where workers stop and set up camp where fields or orchards, lush with foods or fibers waiting to be harvested, offer a chance at a livelihood.

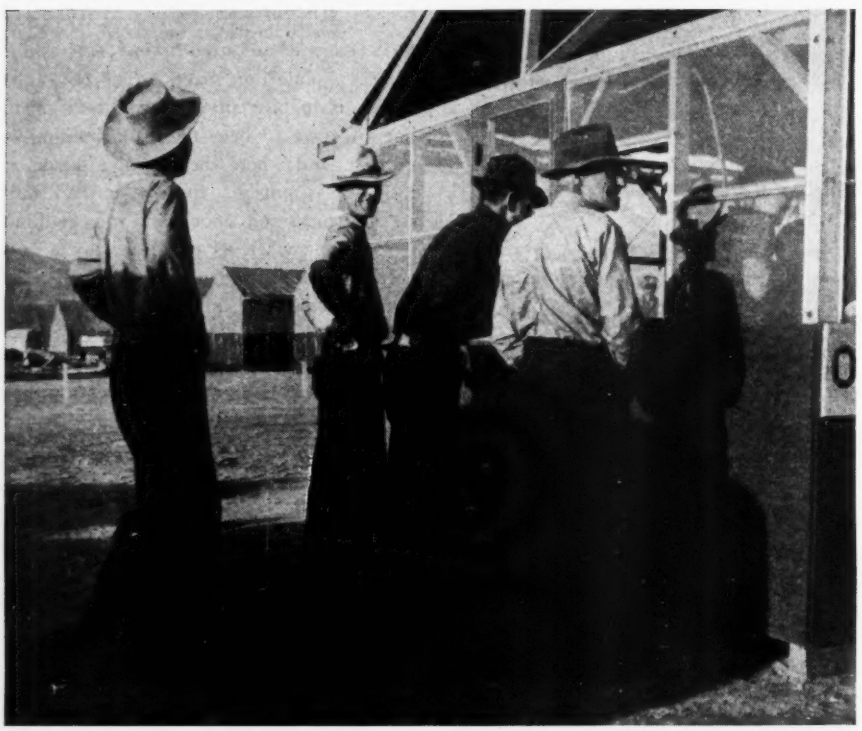
THE TYPICAL MOBILE CAMP FSA PUTS ON the road has room for 200 families. There are 200 tent platforms laid out in streets. On these the workers pitch their tents. There's a shower trailer (hot and cold water) with 18 showers for men, 12 for women. Adjoining the showers is a tent dressing room for men and one for women. There are laundry tubs and wringers—8 of them—on a wooden platform. There's a clinic trailer with a stock of first aid equipment and a trained nurse. There's the manager's office and living quarters trailer. Between the tents, street lights are strung for temporary use; the poles and wires are carried along and hooked up with the Diesel generator or, if possible, with local power lines. In addition to the generator there has to be a hot water heater, fuel tank, and boiler. There's a water tank, too, and the pressure pump and other equipment that goes with it. To carry the tent platforms, electric light poles and cables, and 2 dozen WPA toilets, a 5-ton truck is required. Sometimes there's another truck to draw the trailers. When a whole camp folds its tents and gets on the move, you'll see a procession of at least 5 trailers and one big 5-ton truck ready to ease out onto the highway, carrying its framework for a little community to the next point of call.

MONTHS OF SURVEYING PRECEDE EACH move a mobile unit makes. The object, of course, is to pick an itinerary off the main line of travel, where need for housing is greatest, and where the working season at each stop is longest. Even if you had trailers and trucks and labor galore, you couldn't send a camp wherever you heard that a crop needed picking. When camps, to serve their purpose, should be full, you can't plan itineraries by hunches. You have to check the hunches. A season's run for a mobile unit will be about 3 stops. The closer together they are the more efficient the camp. It costs less to move, and the time when a camp is out of use is shorter.

Each of the 16 trailer camps now in the field has its own special route. Deciding on the actual location of the camps is the job of the Migratory Labor Section of FSA. Before decisions are made, the Labor Relations Division gathers the facts. Field people in the Labor Relations Division know the local situation in States where FSA is working. They have good "starter" ideas about where camps are needed. When 3 or more possible camp sites are picked, the next job is to find out how many workers will be needed in the nearby crops. If you wanted information like this about a factory town, your task would be fairly easy. You'd go to the company's payroll lists, or their Social Security or Wage Hour lists, and find out how their working force varied from month to month. In agriculture, things are different. Agricultural workers, even when a giant corporation employs them by the thousands, are protected neither by Social Security nor Wage Hour legislation. Payroll records are usually not available.



MOBILE CAMPS for migratory workers are set down in neat blocks like model cities. Each camp's 200 families pitch their tents on platforms spread over 40 acres of land. There's plenty of space for a laundry tent, showers, clinic, recreation hall, and offices, with room to spare for sanitary drainage.



CAMP OFFICE, centrally located, is always busy. Here campers pay their weekly share (70 cents a family) to the camp fund, hold camp council meetings where plans for recreation and the handling of camp problems are laid.

You have to work backwards to find out how many workers specialty-crop farmers are going to use. First, you have to make an estimate of the size of the crop which will have to be harvested. Then you have to turn to agricultural economists for information as to how many men it will take to do the job, and how long it will take them. When you have all this very technical information gathered together you have to find out how much local labor there will be and deduct that labor supply from your final figure. With facts like these lined up, the Labor Relations Division recommends to the Migratory Labor Section that it route one of the mobile unit's itineraries here or there.

Besides drawing on their knowledge of local agriculture, Labor Division men are guided in the search for camp sites by requests from Chambers of Commerce, growers' associations, and public officials. When need is proven, FSA tries to meet such requests. They usually indicate the desire of local authorities to cooperate. In many instances, local businessmen have even paid rent (from $100 to $250 a year) for the site of 40 acres which a camp needs for sanitary drainage.

The Migratory Labor Section pools all of the Labor Relations Division's recommendations and tries to put as many camping spots as it can on the routes it maps. So far, there's nothing very rigid about the itineraries different units take. New units have been added right along. As each additional camp rolls into the field, boundaries for the camps' journeys are stretched. At present, there are 3 mobile units in Arizona, 6 in California, 2 in Idaho, 3 in Oregon, and 2 in Washington.

YOU CAN UNDERSTAND A LOT ABOUT THE value of FSA's mobile camps from statistics on housing and income among migrant families. But you can't know their positive meaning till you hear men and women and children themselves start talking. The details of their stories differ but their patterns are almost all the same.

A couple, call them Dan and Mary, came to a Washington camp last summer. They were along in years now, each of them well in the 60's. Dan and Mary had had their better days. Back in Oklahoma they'd owned their own farm. The old man told their story: "The black blizzard got my place. There's no work to do when your farm's buried down under 3 feet of sand." Since then, he and his wife had been living by the side of the highway, picking up work where they found it. The most work they found brought them $400 in one year.

Then they came to the FSA migrant camp. There weren't many questions asked when they asked if they could stay. The only thing the manager wanted to know was whether they were looking for work in agriculture. When they assured him they were, he asked them in and showed them to the tent platform where they could pitch their home.

MARY GIVES YOU HER FIRST IMPRESSION OF the camp. "First thing, I saw the clean, neat way it all was—the tubs and the showers and the hot and cold water pouring out. When you've lived like us, it's a great deal to set out your things like you were home, and wash up clean and decent like people should be."

When they registered, the manager told them what the camp regulations were. To the Government they were to give 2 hours

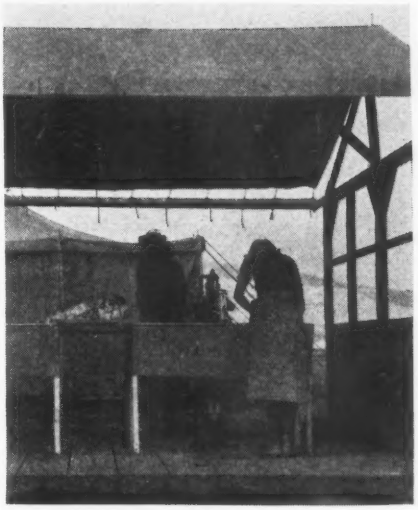
each week towards keeping the traveling community in order. The camp families also do the job of packing up the camp for moving and setting it up at the end of a move. To the camp fund, Dan and Mary, like the others, volunteered to contribute 10 cents a day if they could. This fund is set up by the campers themselves, to provide food and clothing for members of the community who are in need, milk for nursery age children, and funds for the simple entertainment campers put on about once a week.

Next thing they did was to join the Agricultural Workers' Health and Medical Association. This Association, incorporated in California, is financed by the Government through the FSA. It is headed by a Board of Directors who include representatives of the State Medical Association Department of Public Health, and the Medical director of the State Relief agency. Members are farm workers. It costs a worker nothing to join, but when he joins he signs a pledge to pay the cost of his medical care if he is ever able to. Many workers may never be able to live up to this pledge; some have already paid up in full.

When a farm worker is examined and found to have some serious trouble requiring treatment, he is referred to a doctor who is one of a panel of doctors in the county. The patient may choose among these doctors which one he prefers. The Association pays for what medical care, medicines, and hospitalization are required. Doctors and hospitals serve the Association at pre-arranged rates.

A NURSE, PROVIDED BY THE ASSOCIATION, travels with each mobile unit. When Dan and Mary arrived, she examined both of them to see whether they had any contagious diseases, or whether they needed a doctor's attention. This examination serves as a precautionary check, and through it a great many of the digestive, respiratory, and deficiency diseases which the Association has treated are discovered. In Dan's and Mary's case, the nurse found nothing that a sheltered place to sleep and some good food would not cure, except that Dan had a bad cough. He was sent to the Association's doctor in town. "Keep dry and warm and eat right," was the doctor's advice. The camp authorities helped him follow it. It was early in the season and money to buy good food just didn't exist, so FSA extended a grant for groceries to tide the couple over until their first money from work in the fields came in.

A CLINIC trailer goes with each camp. Here all new campers, young and old, are examined for contagious disease and other danger signals which show the need for medical care. Doctors, medicine, and hospitalization are provided through the Agricultural Workers Health and Medical Association.



"WASH DAY" is a get-together time for camp women. With plenty of hot water and laundry equipment to lighten the job, women have time to mix a little chatter with the suds.

Though they could not pay their 10 cents a day to the camp fund, each of them did their 2 hours of work each week. Mary was too old to do much work in the fields. Her day was spent like the days of other women whose age or family cares keep them from the fields. In the morning, she prepared breakfast over the fire her husband built beside their tent. After Dan went off to work, she cleaned up their home: airing the bed clothes, sweeping and tidying like the most finicky housewife. She was always particular to see that her share of the street that had been cut through the grass between the rows of tents was as orderly as her home. When she had laundry to do, she took it to the community tubs where there was always a good deal of laughter and camp gossip to lighten the chore. Camp irons for pressing could be heated on coal stoves in the laundry tent.

THESE WERE THE HOUSEWIFE'S TASKS SHE shared with other women, but Mary worked out another duty which was hers alone. She had to admit she was too old to do much work in the fields, but she wasn't too old to remember how her children and her grandchildren after them loved her stories. When the younger mothers were out during the day, she gathered the children together for the tales which made her tent the most popular spot in the camp.

Both she and Dan were always anxious to contribute whatever they could to the com-

[Concluded on page 14]

BIGGEST bottleneck of milk consumption is in the high price of fluid fresh milk, committee members found. They urged adoption of a relief milk program for Washington as one way to widen the bottleneck. Milk stations now operate in several sections of the city where relief families can get milk at a nickel a quart.

Consumers Work for More Milk

They're doing it in other cities, too, but here is how some Washington consumers are trying to help low-income families get more of this vital food

BACTERIA, it seems, are not the only things that breed in milk.

Ideas breed there, too, Washington consumers have proved, and when the price of milk is high and milk consumption is low, the ideas may breed very fast.

The idea that bred in Washington's milk bottle was simple enough. It was that if consumers got to work they could do something about the amount of milk consumed in their city.

It wasn't that nobody, until consumers came along, was giving a thought to increasing milk consumption, or to the cost of milk. These problems had been bothering many people—farmers, distributors, and Government. The Federal Government, through the Surplus Marketing Administration of the Department of Agriculture, was bringing farmers and distributors together to work out milk marketing agreements and coming at the problem of low milk consumption by developing "relief milk" and "penny milk" programs, and by distributing dry skim milk to needy families.

What struck these Washington consumers was that they, along with farmers, had a responsibility in promoting or participating in these programs, as they might develop in their own city. It occurred to them, too, that once they got started working on milk problems, they might discover other ways of getting more to more people, especially to the people with small purses. This wasn't exactly an original idea, because other consumer groups in other cities had pioneered in working for more milk. But sometimes being an imitator is as meritorious as being an originator.

THIS, THEN, IS THE STORY OF HOW ONE group of consumers in one American city has worked for more milk during the past year and a half.

Ideas have a way of provoking questions, and the first question that popped up in the minds of this group of consumers was: "How much milk *does* Washington consume?"

They asked the figure-gatherers, and got the answer: "An average of less than a pint a person a day." That was an average only, and averages cover a multitude of un-average people. Many families were getting no milk.

The second question they asked grew out of the first: "How much milk do the food experts recommend?"

They leafed over pages of official bulletins and found that the food experts recommend a pint a day for grown-ups and a quart a day for children and pregnant and nursing mothers.

Obviously, then, there was a job to do.

Then came the third question: "Do other cities have to pay as much for milk as we do in Washington?"

Most of Washington's milk, a year and a half ago, was selling for 14 cents a quart. It didn't matter whether you had your milk delivered to the door, or were willing to go to the neighborhood grocery or delicatessen and carry it home yourself.

In the South, the figure experts told them, consumers must pay even more than this for a quart of milk, but in many cities in the East and North the price is lower.

MAYBE, SAID THIS LITTLE GROUP OF CONsumers one day, we could discover the route to more milk if we looked for a while at and behind its price.

One or two individuals took it upon themselves to round up other consumers interested in milk.

"Let's meet for lunch downtown next week just to talk," they suggested.

The 20 or so people who turned up came as delegates from organizations, or as individuals just because they were interested. One, a housewife and mother of 3 children, came as the representative of a consumer cooperative. Another was a professional woman, representing a group whose program called for support of measures designed to improve the purchasing power of low-income groups. A third was an economist who had brought along his thorough knowledge of distribution of consumer commodities as his contribution to the group's discussions.

Delegates came from trade unions, women's groups, civic associations. Some were heads of families, whose milk purchases took sizable chunks out of the weekly budget. A few—social workers—came from poor areas of the city to tell of the meager milk purchases made there.

Talk accomplished one thing. It fixed in these consumers' minds a conviction that consumers have a great deal to learn about milk production and milk distribution before they can talk about its price. And directions for doing that aren't written on bottle caps.

Two weeks later the group organized

itself into the "Consumers Milk Committee of the District of Columbia." These housewives, office workers, club women, trade unionists, social workers, and professional people set out to do what had never been done in Washington before: make themselves into a group concerned solely with increasing consumption of milk through cutting costs. That meant first of all getting down to the serious business of self-education about milk.

They drew up by-laws, elected officers, and an executive committee, and appointed subcommittees for drawing up special reports on such diverse topics as the cost of milk in other cities, and how to bring relief milk to Washington.

IN A SHORT 18-MONTHS EXISTENCE THE committee has hung up an imposing list of accomplishments.

For its own members and many other consumers, it has succeeded in getting milk delivered at 2 and 3 cents less than the prevailing per quart price in Washington.

It helped to bring "5-cent milk" to thousands of Washington relief families.

Its recommendations for protection of the consumer interest and for cutting milk prices went into the record of a hearing on a milk marketing agreement covering the Washington area (see CONSUMERS' GUIDE, March 15, 1940).

It sent a representative to testify before a Congressional committee on how Washington milk consumers are affected by interstate trade barriers.

Its work has secured wide publicity in the local press, it has been heard in its own broadcast over the air, and has issued its own leaflets and reports.

All this has been accomplished on a shoestring budget by consumers with jobs to go to, or with families to care for. Behind the record are meetings, many of them lasting far into the evening; visits to dairies; farms; stores; interviews with business representatives and Government officials; reading; studying; and writing.

Housewives turned lawyers for a few days and wrote a brief for presentation at a government hearing. Committee members studied the economics of milk, the whys and wherefores of its production and distribution. A few became publicity experts, others expert witnesses at hearings. It was all part of the education of a milk consumer.

By-laws drawn up by the committee led off with this statement of objectives: "To defend the interests of milk consumers by securing reasonable prices for milk; to reduce the serious underconsumption of milk in this vicinity; to disseminate general information regarding the milk problem; and to conduct these activities without adversely affecting either the dairy farmer or organized labor."

Simple provisions set up the organizational framework of the committee.

MEMBERS WERE OF 2 KINDS: INDIVIDUALS, who paid 50 cents a year dues, and delegates from organizations sent to the committee with full power to act for the membership of their groups. These organizations paid $2 a year. Individuals unable to participate actively in the committee but anxious to further its work, could become "contributing members" by payment of $2 a year.

Each member of the committee, whether a delegate or individual, had one vote.

The usual officers were provided for, with elections to take place the "second Tuesday in October." Regular meetings were called for at least once a month with members to be notified of time and place "4 days before the meeting."

Once every few weeks the committee met, in a member's home, a church parlor, or an affiliate's headquarters. Experts who knew something about milk production and distribution were invited to lecture the group. There followed questions—lots of them—and discussion. Out of the talk, ideas for reducing the cost of milk began to take shape.

Committee members questioned the practice of charging the same price for milk in stores as that delivered to the house. If consumers were willing to walk to the corner grocery for milk, then a quart bottle should be cheaper, went their argument.

If people bought more than one quart at a time, the cost of delivery per quart might be lower, and maybe people could get a discount on quantity purchases, they reasoned.

How about 2-quart containers, instead of 1-quart bottles, others asked. Two-quart bottles were being used in other cities, and the savings were passed on to consumers.

SOMEONE THOUGHT THAT MILK DELIVERIES could be made every other day instead of every day. That would do 2 things: It would cut delivery costs; and, it would make possible bulk delivery of milk in containers larger than the quart size. They knew modern refrigerators can keep milk fresh for several days.

That led to the question of containers. The committee had heard of paper containers for milk. They concluded that economies resulting from use of these in Washington would benefit both consumer and distributor.

Production costs of milk came in for a lot of attention. Local health regulations, it turned out, had a good deal to do with the high costs of production dairy farmers who serve Washington must meet. The committee decided health laws should come in for more scrutiny.

Some of the members suggested that they would be willing to go without "special delivery trucks" or "customer services" or special premium offers from their dairy if by going without them milk prices would be lowered.

Skim milk—which contains all the nutrients of milk except those contributed by butterfat—was mentioned as something which many families, unable to buy all the whole milk they needed, would like to get. It ought to come cheap.

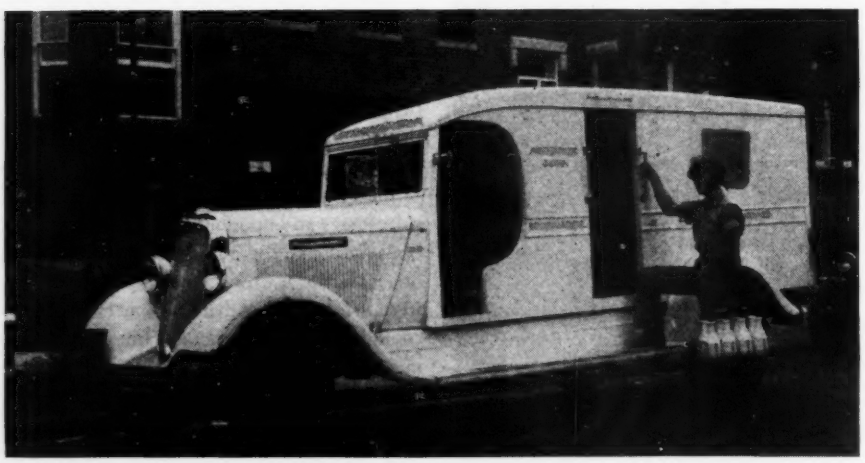
THE COMMITTEE LEARNED, TOO, ABOUT milk marketing agreements and orders issued by the Department of Agriculture. It found that in Washington and in many other communities such agreements set the prices farmers receive from distributors. Those prices have an important bearing on the price consumers pay for milk. So the committee set itself to learning how the agreements were arrived at, so that consumers' interests could be represented the next time an amendment to such an agreement was proposed for Washington.

Sub-committees did the bulk of the work. At every meeting one of these would offer

A MEMBER of Washington's milk committee tells one consumer how she can save on milk purchases. The committee printed leaflets, issued news releases, went on the radio to publicize its work. The 5-year-old tugging his dog into the picture now gets more milk as a result of the committee's work.

FAMILIES in homes like these couldn't afford so much milk if it were not for the 5-cent milk program of the Department of Agriculture. Cooperation of farmers, distributors, and Government makes possible sale of milk at a nickel a quart to relief families. Under this program, as it operates in Chicago, "relief milk" is both delivered at homes and sold at depots.

ONE WAY for consumers to save on the cost of milk is to carry it home from the corner grocery when the price charged for it there is lower than the price charged for delivered milk. Usually it costs less to sell milk over the counter than to deliver it to consumers' doorsteps. A year and a half ago few stores in Washington sold milk at prices lower than those for delivered milk. Now many stores sell it from 1 to 3 cents cheaper than the delivered price.



its report for discussion, criticism, and adoption. Sub-committees were appointed to report on these subjects: health regulations affecting the production of milk sold in the District of Columbia; milk for relief families; the work of milk committees in other cities; the prices farmers receive for milk; labor in the local milk market; the nutritive value of milk; education; and publicity.

Reports of these sub-committees were mimeographed and passed around to all who wanted them. The report on relief milk, for example, detailed down to the last bit of information the plans operating in New York and Boston. Background of the plans was described, administration and development of the programs were commented on, difficulties encountered in working out the plans were taken up in detail.

"This sub-committee," its report concluded, "plans to keep in touch with developments in this situation and hopes to be of assistance in securing an adequate milk program for the District . . . The benefit of a relief milk program will be so great that a reasonable amount of energy and money will not be spent in vain."

ON HEALTH REGULATIONS, A 7-PAGE SINgle-spaced typewritten report was drawn up. It advocated the substitution of the U. S. Public Health Service Standard Milk Ordinance, with some changes, for the 15-year-old provisions of the local health ordinance on milk. Many of the local regulations, it was held, were out-dated and unscientific. The Public Health Service ordinance, the committee found, permitted much less costly equipment for attaining the objective of "a clean, well-ventilated, well-lighted, well-drained barn and milk house." Pointing out that the P.H.S. ordinance had been adopted by 2,156 communities, the committee recommended the establishment of a committee of 2 consumers, 2 producers, and a distributor to act as an advisory group to local health officials in revising the health regulations to bring them into line with modern conditions and modern scientific knowledge.

Groups working on milk in other cities had done outstanding work, the sub-committee assigned to investigating them reported. It told how the Consumer Conference of Greater Cincinnati had made the front pages with its testimony at a government hearing. How the Milk Consumers Protective Committee of New York had been instrumental in defeating a retail price fixing proposal for the State and in setting up a farmer-consumer milk cooperative was described. Turning to Boston, the committee

pointed to the accomplishments of the Greater Boston Consumer Committee on Milk in promoting organized consumer action on milk and in urging increase in milk consumption "through more efficient and lower-cost production, marketing, and distribution."

And so it went. Six months after that first meeting around a luncheon table the committee found itself ready to swing into action. The Department of Agriculture announced a hearing on changes in the milk marketing agreement covering Washington, and invited all interested to testify. That included consumers.

THIS WAS A CHANCE TO INTRODUCE INTO the record all the recommendations on economies which the dairies might adopt in order to cut the cost of milk to consumers. Committee members worked up a brief recommending such economy measures as 2-quart containers, every-other-day deliveries, store differentials, and paper containers. The story of that hearing, the issues involved, and the workings of a marketing agreement are told in the March 15, 1940 issue of CONSUMERS' GUIDE.

Washington radio listeners who tuned in the night before the hearing opened heard a broadcast written, produced, and acted by members of the committee. "Do you pay too much for milk?" it began, and for 15 minutes 4 Washington housewives discussed the question. They told of the Washington families who could afford no milk. They described the 5-cent relief milk program of the Department of Agriculture. They urged consumers to attend the hearing to ask adoption of a relief milk program.

A few weeks after the hearing, one of the committee's recommendations went into effect. A large chain store in the city announced it would sell milk at 11 cents a quart over the counter, 3 cents less than the delivered price. Milk of a slightly higher butterfat content was to be sold at 13 cents a quart.

WHEN THE SECRETARY OF AGRICULTURE signed the Washington milk marketing order, it included a provision for bringing low-cost milk to relief families through cooperation of Federal and local governments, distributors, and farmers. For this milk, the farmers had already agreed to take a price lower than the usual price for milk that goes into bottles. All that remained was assurance of financial support from the local government.

[Concluded on page 14]

Hitch Your Market Basket–

—to the best possible diet your pocketbook can afford, say the people who know best how poor diets can cheat you of health and vigor you need for safe, sure living

PIN A FOOD EXPERT DOWN, and he'll admit there is no one perfect diet plan to fit everybody's need. Experts can figure out many different diet plans, with varying assortments of foods, in varying amounts, and at varying cost, all of them good nutritionally.

Every food we eat makes some contribution to health. Some contribute more than others. That's because they're richer in certain nutrients bodies need. Some 3 dozen nutrients are needed to help bodies grow, resist disease, digest foods, carry strain, and give bodies spring and joy.

Some foods don't have so many of these nutrients in them. That's why it's important to get the right balance of many different kinds of food in your meals. When diets are poor, they are usually short on some of the foods in Groups 1, 2, or 3, listed below.

First rule in meal planning is to know what different foods are good for. The easiest way to remember that is to think of 4 groups:

(1) *Milk and cheese:* Put these at the top of every diet plan, because milk and the things made from it are princes among foods. Milk and its products are triple-acting foods: they help to build bodies; they help to make bodies operate more efficiently; and they give bodies energy. They do these jobs at a low cost, compared with the cost of getting the same nutrients in other foods. The most expensive way to buy milk is, of course, as whole milk sold in bottles. But there are cheaper ways of getting the same nutrients. How much cheaper these other forms are depends on many things, some of them varying from city to city. Here's a list of foods that have about the same food value as a quart of fresh whole milk:

- 17 ounces of evaporated milk (tall cans hold 14½ ounces)
- 1 quart of skim milk plus 1½ ounces of butter
- 4½ ounces of dried whole milk
- 3½ ounces of dried skim milk plus 1½ ounces of butter
- 5 ounces of American cheddar cheese.

(2) *Fruits and vegetables:* All fruits and vegetables don't do the same job in the diet. Some, like potatoes, give more energy than others, pound for pound, or dime for dime. Some, like tomatoes, are more valuable for their vitamins. Divide them this way, and choose some of each type: potatoes in one group; tomatoes and citrus fruits in another group; green, yellow, and leafy vegetables in a third group. As a rule, you don't buy fruits or vegetables for the calories they give you. You buy them more especially for their vitamins and minerals. These are the food values that are most often missing from poor diets. It's difficult to get too much of them, but it's easy to get too little.

(3) *Lean meat, poultry, fish, and eggs:* These are the muscle-building foods because they all are good protein foods. All of them, too, have some minerals and vitamins in them. Pick and choose among them, if your purse is small. Cheap cuts of meat for stews and pot roasts are as nutritious as steaks and chops. Look for lower quality grades in meat; they are as nutritious as top quality. The 2 lowest grades of meat in U. S. standards are "Commercial" and "Utility."

(4) *Cereals, sweets, and fats:* These are the energy foods *par excellence.* Some of them have other food values, too, especially whole-grain cereals, and some of the fats. Even among these foods, which are usually less expensive per calorie than others, you can save. Buying cereals in bulk is cheaper than buying them in packaged form. Cooking cereals at home is cheaper than buying the ready-to-eat variety.

Because lots of people like to have the food experts work out diet plans for them, the Bureau of Home Economics has prepared plans for 3 good diets at different levels of cost, from low cost to high. We print them on the following 2 pages.

If you use them, remember they are not the *only* good diet plans in the world. Remember, too, if you can afford to buy more milk, more eggs, more fruits and vegetables, more meat than any of these plans call for, go to it! The more abundant the minerals and vitamins are in your diet, the better.

When America or Americans strike out in earnest for perfect diets for everyone, they won't stop short of anything but the most abundant kind that our lands and our farmers and our handlers of foods can provide.

THREE GOOD DIETS AT THREE LEVELS OF COST

Kinds and amounts

Persons	Milk [1]	Potatoes, sweet-potatoes		Tomatoes, citrus fruit		Leafy, green, yellow vege-tables		Dried beans, peas, or nuts	
	Quarts	*Lbs.*	*Oz.*	*Lbs.*	*Oz.*	*Lbs.*	*Oz.*	*Lbs.*	*Oz.*
This is an									
Children under 2 years	5	1	0	1	8	1	8	0	0
Children 2–3 years	7	1	8	1	8	2	8	0	0
Boys:									
4 to 6 years	7	1	12	1	8	2	8	0	0
7 to 8 years	7	2	0	1	12	3	8	0	1
9 to 10 years	7	2	0	2	0	3	12	0	1
11 to 12 years	7	2	4	2	4	3	12	0	1
13 to 15 years	7	3	0	2	8	3	8	0	2
16 to 19 years	7	4	4	2	8	3	8	0	2
Girls:									
4 to 7 years	7	1	12	1	8	2	8	0	0
8 to 10 years	7	2	0	1	12	3	8	0	1
11 to 13 years	7	2	0	2	0	3	12	0	1
14 to 19 years	7	2	4	2	4	3	12	0	1
Men 20 years and over:									
Active work	3½	5	12	2	8	3	8	0	2
Moderate work	3½	3	0	2	8	3	8	0	2
Inactive	5	2	4	2	4	3	12	0	1
Women 20 years and over:									
Active work	3½	3	0	2	8	4	0	0	1
Moderate work	3½	2	4	2	4	4	0	0	1
Inactive	5	1	8	2	4	3	12	0	1
This is a									
Children under 2 years	5	1	0	1	8	1	8	0	0
Children 2–3 years	7	1	12	1	8	2	8	0	0
Boys:									
4 to 6 years	7	2	0	1	8	2	8	0	1
7 to 8 years	7	2	0	1	8	3	8	0	2
9 to 10 years	7	2	4	1	12	3	12	0	2
11 to 12 years	7	2	8	1	12	3	12	0	2
13 to 15 years	7	3	0	2	0	3	0	0	4
16 to 19 years	7	4	4	2	0	3	0	0	4
Girls:									
4 to 7 years	7	2	0	1	8	2	8	0	1
8 to 10 years	7	2	0	1	8	3	8	0	2
11 to 13 years	7	2	4	1	12	3	12	0	2
14 to 19 years	7	2	8	1	12	3	12	0	2
Men 20 years and over:									
Active work	3½	5	12	2	0	3	0	0	4
Moderate work	3½	3	0	2	0	3	0	0	3
Inactive	5	2	8	1	12	3	8	0	2
Women 20 years and over:									
Active work	3½	3	0	2	0	4	0	0	4
Moderate work	3½	2	8	1	12	4	0	0	2
Inactive	5	1	12	1	12	3	8	0	2
This is a									
Children under 2 years	5	1	8	1	4	1	8	0	0
Children 2–3 years	7	1	12	1	4	2	8	0	0
Boys:									
4 to 6 years	7	2	0	1	4	2	8	0	2
7 to 8 years	5–7	2	4	1	4	3	8	0	3
9 to 10 years	5–7	2	8	1	4	3	12	0	3
11 to 12 years	5–7	2	12	1	4	3	12	0	4
13 to 15 years	5–7	3	0	1	4	3	0	0	4
16 to 19 years	5–7	4	4	1	4	3	0	0	4
Girls:									
4 to 7 years	7	2	0	1	4	2	8	0	2
8 to 10 years	5–7	2	4	1	4	3	8	0	3
11 to 13 years	5–7	2	8	1	4	3	12	0	3
14 to 19 years	5–7	2	12	1	4	3	12	0	4
Men 20 years and over:									
Active work	3½	5	12	1	4	3	0	0	8
Moderate work	3½	3	0	1	4	3	0	0	6
Inactive	3½–5	2	12	1	4	3	8	0	3
Women 20 years and over:									
Active work	3½	3	0	1	4	3	8	0	4
Moderate work	3½	2	12	1	4	3	8	0	4
Inactive	3½–5	2	0	1	4	3	8	0	3

[1] *Or its equivalent in cheese, evaporated or dried milk.*
[2] *Count fatty bacon and fat back as fat, not as meat.*

Prepared by the U. S. Bureau of Home Economics

of foods for a week

Dried fruit		Other vegetables, fruits		Eggs	Lean meat, poultry, fish [2]		Flour, bread,[3] cereals		Sugars [4]		Butter		Other fats	
Lbs.	*Oz.*	*Lbs.*	*Oz.*	*Number*	*Lbs.*	*Oz.*	*Lbs.*	*Oz.*	*Lbs.*	*Oz.*	*Lbs.*	*Oz.*	*Lbs.*	*Oz.*
expensive good diet														
0	0	0	0	4	0	0	0	12	0	1	0	2	0	0
0	1	2	8	6	0	6	1	0	0	2	0	3	0	0
0	1	4	0	7	0	12	1	4	0	4	0	4	0	1
0	2	5	0	7	1	12	1	8	0	8	0	8	0	1
0	2	5	12	7	2	8	1	8	0	12	0	12	0	1
0	3	6	0	7	3	0	1	8	0	12	0	12	0	1
0	3	7	0	7	3	12	2	0	1	0	0	12	0	3
0	3	8	0	7	4	12	2	8	1	8	0	12	0	12
0	1	4	0	7	0	12	1	4	0	4	0	4	0	1
0	2	5	0	7	1	12	1	8	0	8	0	8	0	1
0	2	5	12	7	2	8	1	8	0	12	0	12	0	1
0	3	6	0	7	3	0	1	8	0	12	0	12	0	1
0	2	8	0	7	4	12	4	8	2	0	0	12	1	2
0	2	7	0	7	4	0	2	4	1	4	0	12	0	8
0	2	5	8	7	2	8	1	12	0	12	0	12	0	1
0	2	7	0	7	3	12	2	4	1	4	0	12	0	8
0	2	6	0	7	3	0	1	12	1	0	0	12	0	3
0	2	5	8	7	2	8	1	4	0	12	0	12	0	1
moderate-cost good diet														
0	0	0	0	4	0	0	0	12	0	1	0	2	0	0
0	1	1	12	6	0	6	1	4	0	2	0	3	0	0
0	2	2	0	7	0	12	1	8	0	4	0	4	0	1
0	3	2	8	7	1	8	2	0	0	8	0	8	0	1
0	4	3	4	7	2	0	2	8	0	12	0	8	0	4
0	4	4	0	6	2	8	2	8	0	12	0	8	0	4
0	5	5	8	6	2	12	3	4	1	0	0	8	0	8
0	6	6	0	5	3	0	3	12	1	8	0	8	1	1
0	2	2	0	7	0	12	1	8	0	4	0	4	0	1
0	3	2	8	7	1	8	2	0	0	8	0	8	0	1
0	4	3	4	7	2	0	2	8	0	12	0	8	0	4
0	4	4	0	6	2	8	2	8	0	12	0	8	0	4
0	6	5	8	5	3	12	5	12	2	0	0	8	1	7
0	4	5	0	5	3	0	3	8	1	4	0	8	0	12
0	3	3	0	6	2	8	2	4	0	12	0	8	0	4
0	4	5	12	6	3	0	3	4	1	4	0	8	0	12
0	4	4	0	6	2	8	2	12	1	0	0	8	0	8
0	3	3	0	6	2	8	1	8	0	12	0	8	0	4
low-cost good diet														
0	0	0	0	4	0	0	1	0	0	1	0	2	0	0
0	1	0	8	5	0	4	1	8	0	2	0	3	0	0
0	2	1	0	5	0	8	2	0	0	4	0	4	0	1
0	2	1	8	5	1	4	2	12	0	8	0	6	0	1
0	3	2	0	4	1	8	3	0	0	12	0	6	0	6
0	3	2	0	4	1	12	3	8	0	12	0	6	0	6
0	4	2	8	4	2	0	4	8	1	0	0	6	0	10
0	4	2	8	3	2	12	6	0	1	4	0	6	0	12
0	2	1	0	5	0	8	2	0	0	4	0	4	0	1
0	2	1	8	5	1	4	2	12	0	8	0	6	0	1
0	3	2	0	4	1	8	3	0	0	12	0	6	0	6
0	3	2	0	4	1	12	3	8	0	12	0	6	0	6
0	4	2	8	3	3	0	3	0	1	8	0	6	1	2
0	4	2	8	3	2	8	4	8	1	4	0	6	0	10
0	3	2	0	4	1	12	3	0	0	12	0	6	0	6
0	4	2	8	4	2	0	4	8	1	4	0	6	0	10
0	4	2	8	4	1	12	3	8	1	0	0	6	0	6
0	3	2	0	4	1	12	2	4	0	12	0	6	0	6

[3] *Count one and one-half pounds of bread as one pound of flour.*
[4] *Include white, brown, or maple sugars, sirups, molasses, jellies, preserves, candies, etc.*

Some Light on Lighting

Tips from Department of Agriculture experts on getting the most for your money

SEEING is a three-way operation. It takes an eye, an object, and light. When the light illuminates the object, that's good; when the light shines in the eye, that's bad. Light in the eye is glare; light on the object you're looking at is illumination.

Science is okay but no one has improved on daylight yet. In the house, to get the most daylight has to offer, use light shades. Don't use heavy drapes or curtains. Where draperies are hung, arrange them so they cover the casing and not the window. Hang your curtains so they can be pulled back easily to let the light in. Place tables, desks, and work benches near windows where they can be lighted by the sun.

Good lighting requires freedom from glare, the elimination of shadows, and the avoidance of sharp contrast between lighted objects and their background. Glare is misplaced brightness. It can usually be minimized by shading the light bulb with a material that softens the light, and by placing the light well above the level of the eyes. Milk glass or plastic bowls are anti-glare, so are shades made of parchment paper or lightweight, light-colored silks.

Reflected light may cause glare, too. Mirrors, pictures, table tops, glossy paper, shiny objects may throw dazzling light into the eyes. Sometimes you can just remove the offending object; sometimes it means covering a glass topped table, or a too shiny table top or desk.

The darker the paint on your walls and ceilings the more light you need for seeing. Lightness of ceilings particularly is crucial where modern upward shining indirect lighting is used. Paint finishes on walls and ceilings should be dull surfaces. Dullness diffuses an easy, comfortable light while glossy finishes cause glare.

Sharp contrasts in lighting come from a bright light that shines on an object in an otherwise dark room. The sharpness can be smoothed down by using general illumination in a room as well as a brighter light which shines on your book or your sewing or the children's lessons.

Most lamps give both direct and indirect light, the direct light giving light right on what you are doing, the indirect light furnishing general illumination to cut down shadows and to round off sharp contrasts.

There are 4 kinds of lighting fixtures:

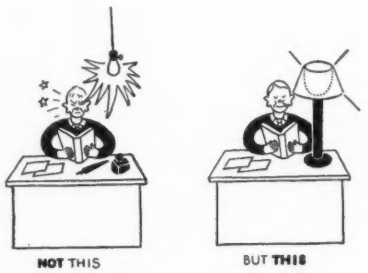
Direct lighting fixtures send most of the light rays directly to the illuminated area. They give the brightest illumination, but with two drawbacks, glare and sharp contrasts between the lighted and unlighted areas.

Indirect lighting fixtures shoot their light rays against the room surfaces to be reflected back in a soft diffused light. They use the ceiling as a key part of the lighting system and for this reason especial care should be taken to finish ceilings in rooms lighted indirectly with a dull light colored surface. Indirect lighting is excellent for general room illumination, but usually not adequate by itself for close work.

Semi-direct lighting fixtures send most of their light rays straight to the illuminated area at the same time they shoot other rays off to be reflected back to provide general illumination.

Semi-indirect lighting fixtures send most of their light rays up to the ceiling to be reflected back as indirect lighting at the same time they give direct illumination to the area directly under the light. Ordinarily ceiling fixtures of this type do not afford enough light for close seeing unless they are hung very low. Most modern portable lamps, however, are of the semi-indirect type and are designed for close-seeing tasks.

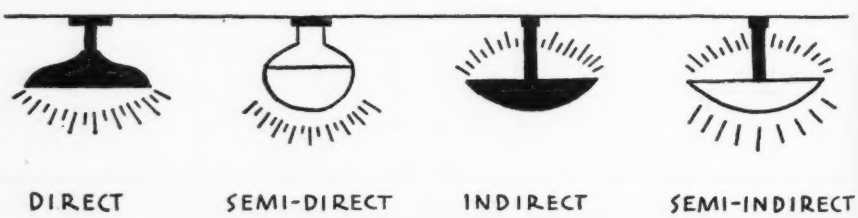
Lamps should be high enough to let the light spread and thus make it unnecessary to work directly under them. This also permits a lamp to be used by more than one person at a time. Shades should be wide



at the base with a slight taper toward the top. They should extend down far enough to prevent the light from shining directly into the eyes. They should be light on the inside so they reflect light, and they should not have cracks in them (intentional or unintentional) which permit light to shine through them. In no case should the shade be so thin that you can see the light bulb or bowl through it.

Some lamps bear the certification tag of the Illuminating Engineering Society (I. E. S.). The Illuminating Engineering Society is a professional organization of engineers who specialize in lighting. The I. E. S. tag on a lamp means that the lamp gives light of a quality and quantity which comes up to standards worked out by illuminating engineers and which bear their approval. The tag is also an assurance that certain safety requirements have been met.

Floor lamps for study and reading. The diffusing bowl and shade give general illumination indirectly; at the same time direct lighting is afforded for fairly close work without eye strain. Strategic placement of this lamp gives light for several



persons to read and work by. For use with a 100-watt bulb, this lamp comes with an 8-inch bowl; 9⅜-inch bowl takes a 150-watt bulb, or a 50–100–150-watt 3-way bulb. A 10-inch bowl is used for a 100–200–300-watt 3-way bulb. Lighting experts suggest that this lamp be placed beside and slightly to the rear of lounge chairs or davenports; directly behind a davenport; or to the left or right of desks or tables used for study; and at the piano.

Bridge lamps get the call when the larger floor lamp won't do for some reason or other. This lamp gives semi-indirect lighting for general room illumination and direct light for specific tasks. It should be placed beside chairs, and near small writing desks and tables. It has a shade and diffusing bowl, an 8-inch bowl for use with a 100-watt bulb; a 9⅜-inch bowl for use with a 150-watt bulb or a 50–100–150-watt 3-way bulb.

Desk lamps that throw a direct undiffused light directly onto the book you're reading or the sheet of paper you're writing on are not recommended. The reflection of the light causes glare, and the bright patch of illumination such lamps give in the midst of an otherwise dark room is likely to cause eye strain.

Table lamps for study and reading give semi-indirect light for writing, studying, drawing, or sewing. Come equipped with a shade and a diffusing bowl, in an 8-inch bowl for use with a 100-watt bulb, a 9⅜-inch bowl for use with a 150-watter, or a 50–100–150-watt 3-way bulb. Should be placed on the left-hand side of the desk or table for use by the right-handed and on the right-hand side of the desk or table for use by the left-handed. May also be placed in the center of a large table for use by several people at the table, or on a small table with chairs clustered around it. Should stand high enough to give a broad spread of light, but not so high that the unshaded light shines in the eyes.

End table lamps come with a shade and an 8-inch diffusing bowl which takes a 100-watt bulb. They are decorative, they give general lighting, and they give enough illumination to enable a person sitting beside them to read or study. The end table lamp should always be placed directly to the side of the chair or sofa. The table on which the lamp stands should be about 26 inches high. The lamp shade should be broad enough at the bottom to light up the work being done by the person in the chair.

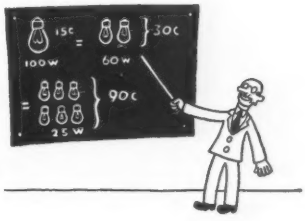
This pin-up bracket lamp gives a semi-indirect lighting for reading in bed, to sew by, or for any other activity requiring intent seeing. The lamp is hung on small nails driven into the wall and may be put up over the bed, above the sewing machine, or over the work table in the kitchen. It should be hung high enough to light up the room generally but low enough to give a direct light on what you're reading or doing. It may be obtained with a diffusing bowl diameter of 6 inches for use with a 75-watt bulb, or with an 8-inch bowl for use with a 100-watter.

Bulbs.

A handy suggestion lighting experts offer to householders is the *night light* which uses a 7-watt bulb. It may be plugged into an electric light outlet near the floor in bedrooms or in halls. You get a light that way that illuminates the floor late at night without waking up the whole house. It cuts down on cracked shins.

Be sure, when you buy bulbs, that you get ones that have been made for the voltage of the electric power system in your community. The voltage of an electric light bulb is always marked on the end of the globe along with the wattage.

When the Federal Government buys electric light bulbs it requires that they measure up to Federal Specifications. The bulbs are tested by the National Bureau of Standards and are accepted or rejected depending on whether or not they pass the tests. While some cartons in which bulbs are sold to consumers bear the legend that they conform to Federal Specifications, the NBS is not in a position to check on the accuracy of such claims because it only tests bulbs purchased by the Federal Government.



Higher wattage electric light bulbs may be better buys than low wattage bulbs. One 100-watt bulb gives as much light as 2 of 60 watts or 6 of 25 watts. The original cost of the 100-watter is approximately 15 cents, while the 2 60-watters will cost about 26 cents, and the 6 25-watters will cost about 60 cents. That's one saving.

To operate the 100-watter for 1,000 hours in a community where electricity costs 4 cents a kilowatt hour would cost $4.00. The cost of operating the 2 60-watters would be $5.00, while the cost of operating the 6 25-watters would be $6.00.

Inside frosted bulbs and clear glass bulbs give the same amount of light. Inside frosted bulbs are less apt to produce glare although frost on the inside of a bulb is no substitute for a shade or diffusing bowl. Clear glass or frosted bulbs may be used without shading where the light is snapped on for only a short time, say in a closet, in a corner of the basement, in the garage, or on the porch. Everywhere else these bulbs should be covered with a shade or a diffusing bowl or both.

Silvered bowl electric light bulbs have just begun to shine on the electric light horizon. These are bulbs which are silvered in the bowl end. This silvering, which does not tarnish, makes a reflecting bowl out of the lower half of the bulb. Used bowl down in a room with a light-colored ceiling, the silvered bulb provides indirect lighting all by itself.

Three-way bulbs offer you 3 different amounts of light from the same bulb. These bulbs have 2 filaments in them, each of a different wattage. When one filament is lighted you get light of one wattage; when the other filament is lighted by itself you get light of another wattage; when both are turned on together you get a third brightness. These bulbs come either in 50–100–150 wattage, or in 100–200–300 wattage. They require a special socket, larger than the usual electric light outlet, and they cost more money than ordinary bulbs.

If you're building a house, or thinking about wiring your house, consider the fluorescent lamp. This is a new type of lamp which requires a special socket and a controlling device called an auxiliary, but which has the advantage of giving more light with the same wattage than ordinary bulbs. Thus, while the initial cost of installing such a lamp is higher than usual, the operating costs make up the larger initial outlay in the long run. The fluorescent lamp also may be obtained in any color, including daylight. Because it gives better light more cheaply, stores and factories now use it widely.

Bulbs or shades which color light are all right if you're using them for ornamental purposes. But if you don't want the special effect they give, use regular bulbs and shades. The colored varieties give less light for the same number of watts and give unnatural colors and effects to the room and its furnishings.

Blue daylight bulbs which cost more money than the ordinary kind and which must be used in larger sizes to get the same light have one advantage, they give a light resembling daylight. For that reason they are used where matching colors accurately is important.

Dust on electric light bulbs, shades, or diffusing bowls cuts down on the light without cutting down on the cost of electricity. By keeping bulbs, bowls, and shades clean, you increase the light and save on the bill.

For more information about lighting you may write to the Superintendent of Documents, Washington, D. C., enclosing 10 cents in cash for a copy of "Electric Light for the Farmstead," F. B. No. 1838.

CAMPS ON WHEELS

[Concluded from page 5]

munity life. One time Dan served on the camp council. Though the camp has a permanent manager, hired by FSA, plus the nurse, a clerk, and a watchman, the campers are urged to work out the actual problems of running the community themselves. They elect a council composed of one camper from each block of tents. Council members rotate, each one serving usually for about 6 weeks. The managing of the camp fund, organizing the labor tasks which campers perform, taking care of discipline, planning recreation and education for the community, all reminded Dan of the town meeting back home. The whole business made him feel that he was useful again, that he was needed to help make life run more smoothly for everyone in the camp.

Mobile camps offer shelter for only 3,200 of the estimated 350,000 migrant families on the roads. Twenty more units are planned for the coming year. Two will follow the wide arc which cotton makes across Texas, beginning in July around Corpus Christi on the Coastal Bend, running over the Black Waxy Plains to the Lubbock region of the Panhandle in December. The runs will be long—from 200 to 300 miles—but they will be worth it for the 300,000 men, women, and children who follow cotton in Texas each year.

Then there are regions on the Atlantic Coast from Florida to North Carolina where mobile camps will make the circle of the ripening fruit and vegetable crops next year. For the first time, too, mobile camps will move up and down the Mississippi Valley, and additional camps will start rolling along the Pacific Coast—5 in Oregon, 4 in Washington and 3 in Idaho.

When itineraries become more established, costs can be cut by building permanent community centers and clinics on the established camp sites. Each camp site would then have its own set of tent platforms. When moving time came, the platforms would be stored in the community center. The time and expense of moving the 200 tent platforms, the clinic and the community center would be saved.

At the same time that FSA is trying to help agricultural migrants live with less danger to their own health and that of the communities in which they work, progress continues on the important program of putting skilled farmers back on farms of their own where they can once more learn what it means to be settled down and peaceful.

MORE MILK

[Concluded from page 9]

Committee members worked for that. Their work was effective. The plan went into effect with milk offered to certified relief families at 5 cents a quart. After 90 days of operation, 2,750 quarts of milk were being sold from relief stations daily.

Latest activity of the group is its collective bargaining for milk. Farmers bargain collectively for the price they get, figured the committee, so why shouldn't we? This was something new for Washington, although a large group of consumers in nearby Maryland had tried it out successfully.

Calling on the dairies, the committee wanted to know if all their members and other consumers they rounded up pooled their orders and bought from one dairy, at what price could they get milk.

ONE DAIRY OFFERED TO DELIVER TO THEIR homes 2 kinds of milk: 4 percent butterfat milk for 12 cents a quart; 3.7 percent milk for 11 cents a quart. These prices were 2 and 3 cents under the general price charged for milk delivered to homes, but the dairy figured it could afford to take less because the committee did the work of rounding up business. Consumers buying 4 or more quarts at a time get the 4 percent milk at 11 cents. The dairy, with which the committee has its buying contract, has also agreed to deliver skim milk to door steps for 5 cents a quart.

Careful check of the dairy was made by the committee before signing its bargaining agreement to make sure it was approved by the Health Department and that labor conditions were fair. The committee's work stops with the rounding up of customers. Customers place their orders through the committee, but they pay their bills directly to the milk company.

In the few short weeks the committee has been offering this low-priced milk to all members, new and old, almost 1,000 quarts of milk a day have been ordered.

"Where do we go from here?" is the question posed now. One aim is education, to tell consumers all there is to know about milk, both its economics and its food value.

"Like any consumer group, we want to show people how they can economize on their milk purchases," comments one member.

"Our job now is to continue what we have started, to increase consumption of milk in Washington, and to make it possible for more people to get all they need for a properly balanced diet."

YOUR FOOD SUPPLIES AND COSTS

RETAIL FOOD COSTS. Two slight successive reductions in food costs occurred between September and November. These reductions were largely of a seasonal nature. Prices of dairy products and eggs went up as they usually do. However, these advances were more than balanced by seasonal reductions in prices of fresh fruits and vegetables and meats, and a slight downward trend in other foods. The reduction in the retail cost of all foods between September and October, as reported by the Bureau of Labor Statistics, was about 1 percent, but that in the following month was only one-third as large.

Food costs continued at relatively low levels in November. They were 1 percent lower than last year and the lowest for the month since 1934. Prices of meats, dairy products, and eggs, were higher than last November, but all other groups were lower.

FOOD SUPPLIES. Total supplies during the first quarter of 1941 probably will not differ much from a year ago. Nevertheless, the following changes from 1940 levels are in prospect for individual foods:

Increases—cabbage, potatoes, lamb, oranges, grapefruit, dried beans, fresh tender vegetables.

Decreases—eggs, poultry, pork, onions, sweetpotatoes, canned fruits, canned vegetables, pears.

Little Change—dried fruits, beef, rice, butter.

MEATS. Pork supplies are expected to decrease more than usual between the beginning of the last quarter of 1940 and the end of the first quarter of 1941. A smaller than usual increase in the supplies of Good and Choice grade beef between these 2 periods also is in prospect.

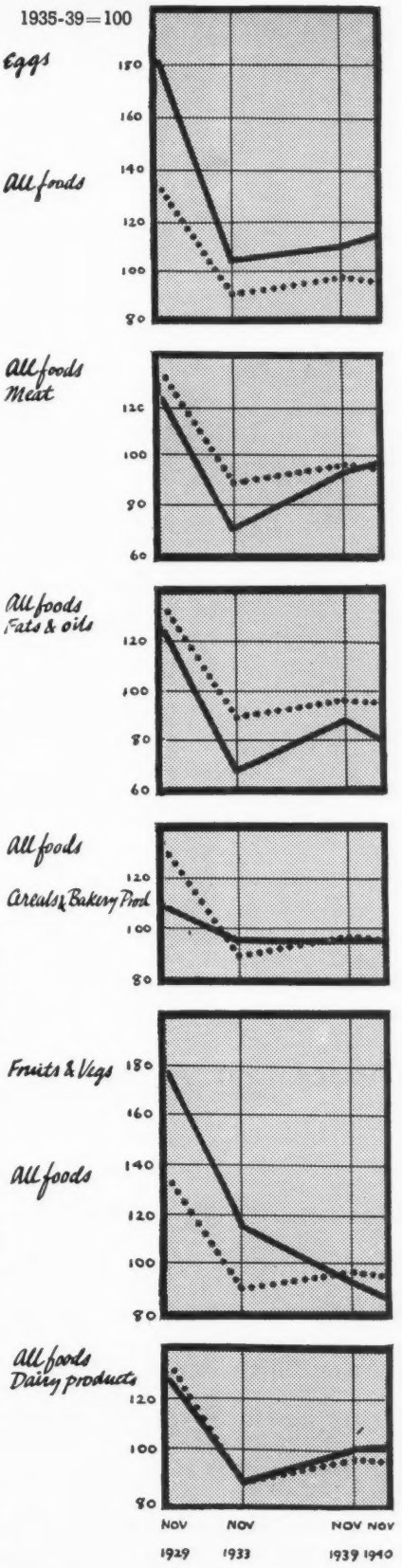
CITRUS FRUITS. Marketings of grapefruit and oranges ordinarily are largest during the first quarter of the year.

DAIRY PRODUCTS. Supplies during the first quarter of 1941, are expected to be seasonally larger than in the last part of 1940, but probably won't differ much from a year ago.

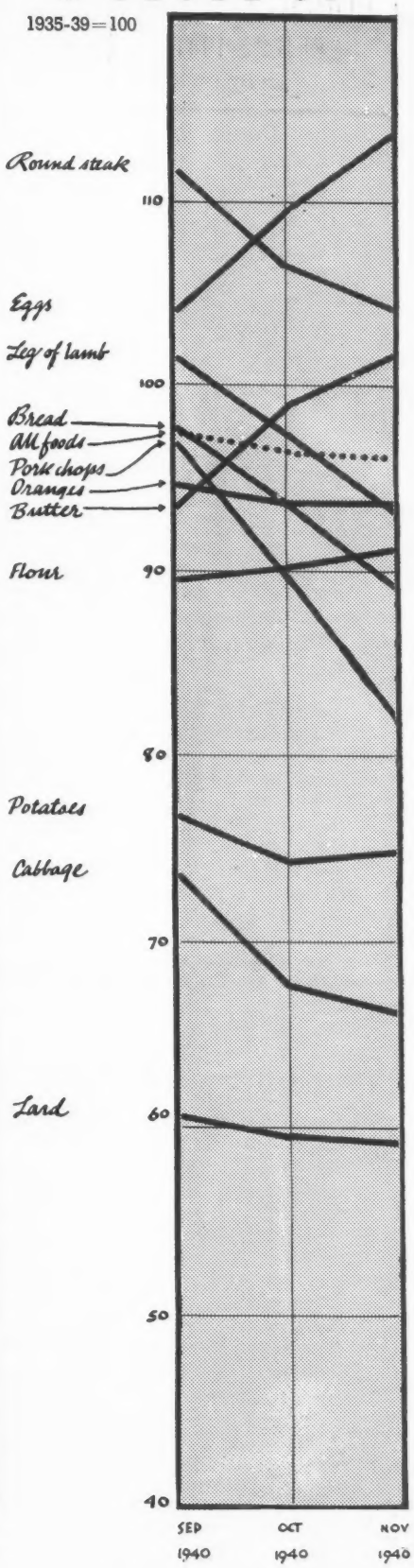
VEGETABLES. Seasonal increase in potato prices during the winter months may be only moderate due to large supplies, but a larger than usual price increase in sweetpotatoes is in prospect.

POULTRY AND EGGS. Supplies probably will be slightly smaller, and higher in price than during the first quarter of 1940.

A PERSPECTIVE



A CLOSE-UP



PUBLIC LIBRARY
FEB 22 1941
DETROIT

U. S. GOVERNMENT PRINTING OFFICE

IN THIS ISSUE

November 15, 1940 ● VOLUME VII, NUMBER 4

Camps on Wheels 3
Consumers Work for More Milk . . . 6
Hitch Your Market Basket— 9
Some Light on Lighting 12
Your Food Supplies and Costs . . . 15

For sale by the Superintendent of Documents, U. S. Government Printing Office, 5 cents per copy, 50 cents per year, 80 cents, foreign.